

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

FEBRUARY 17, 2009 AGENDA

9:00 a.m.
City of Carlsbad
1200 Carlsbad Village Drive, Council Chambers
Carlsbad, CA

NOTICE TO THE PUBLIC:

1. Meetings are divided into categories shown below.
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

PUBLIC COMMENT:

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

I. **CALL TO ORDER:** 9:00 a.m.

II. **ROLL CALL:**

CONSENT CALENDAR: The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed

III. **MINUTES FOR APPROVAL:**

Approve the Minutes of the December 22, 2008 meeting.

IV. **AB# 02-09-40 CTBID GRANT RECIPIENT REPORT:**

Receive report from ArtSplash on results from use of CTBID Grant Funds.

REPORTS AND DISCUSSION ITEMS:

V. STAFF REPORT:

Staff will provide the following reports at this time:

- 1) Financial Update

VI. DISCUSSION:

- 1) Report from Mindgruve, Inc. regarding the status of the marketing and advertising campaign regarding tourism in Carlsbad. This will include:
 - Project Timeline
 - Project Status Report
 - Proposed changes to visitcarlsbad.com
 - Introduction: Laura Hartman, Account Manager
- 2) Update from CCBV on Executive Director recruitment

VII. AB# 02-09-41 Report from Reint Reinders & Associates (RR&A):

To receive report from Reint Reinders & Associates, discuss recommendations and direct staff appropriately.

VIII. NEXT MEETING:

The date for the next meeting will be decided. Agenda topics to include:

1. Mindgruve Report

The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.

GENERAL COUNSEL COMMENT:**PUBLIC COMMENT:****ADJOURNMENT:**